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1899

Cumberland

(Trade
Mark)

THE "BUSINESS BLACK-CAP"

LARGEST BLACK RASPBERRY KNOWN

Fruit sold for 10 cts. per quart when other varieties were selling for 5 to 7 cts.



EVERY NURSERYMAN, SEEDSMAN AND DEALER, IS SOLICITED TO HANDLE THE CUMBERLAND. It will prove a money-maker.

HANDSOME COLORITYPE PLATES WILL BE FURNISHED FREE OF CHARGE to nurserymen who have a force of agents, in sufficient quantity to supply each salesman.

THESE CIRCULARS (with the customer's name imprinted here) WILL BE SUPPLIED at \$2.00 per 1000, which is less than their actual cost to us.

ELECTROTYPES of any of our cuts loaned free of charge for catalogue use.

We hold the entire stock and control of this berry, and in order to have a chance to get back the money we have invested in it, we offer it only under a contract covering this season and next, but the arrangement is a very liberal one; contains nothing in the least disadvantageous to our customers. Copy of contract sent upon application.

Retail price, 50 cts. each; \$4.00 per dozen; \$25.00 per 100.

Wholesale price, \$6.00 per 100; \$50.00 per 1000.

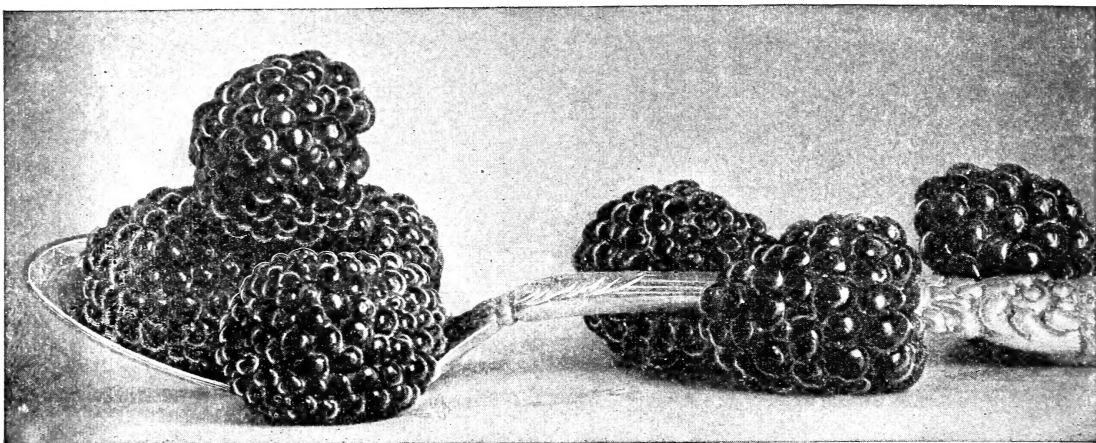
(For strong tip plants delivered in Spring of 1898.)

No plants will be sent out in Fall of 1897.

Jackson & Perkins Co., Newark, New York.

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CUMBERLAND RASPBERRY COMPARED WITH WILSON BLACKBERRY

The New Black-cap Raspberry

CUMBERLAND

(TRADE MARK)

This new Raspberry is placed upon the market after having been thoroughly tried for a long period of years. It originated some nine years ago with Mr. David Miller, a life-long horticulturist and fruit-grower, located near Harrisburg, Pa., who has during all this time carefully and thoroughly tested it under all conditions. It is now offered with the full assurance that it is **the most profitable and desirable market variety yet known**, because of its **immense size, firmness and great productiveness**, well entitling it to the above designation of "**the Business Black-Cap.**" Its qualities we take up in what we consider the order of their importance, mentioning first of all that of

Hardiness.—The CUMBERLAND has undergone a temperature of 16 degrees below zero, unprotected, without injury—a temperature which badly crippled similarly situated plants of Gregg, Shaffer, Cuthbert, etc. In this most important respect, therefore, this new berry will not be found wanting.

Productiveness.—The CUMBERLAND is of wonderful productiveness, producing regularly and uniformly very large crops. The cut on the first page of this circular, which was made from a photograph of an average cluster, will give some idea of how plentifully the fruit is borne.

In size, the fruit is simply enormous, far surpassing any other variety. The berries run seven-eighths and fifteen-sixteenths of an inch in diameter, and, as will be seen from the accompanying report of Mr. Charles Beaver, a prominent Harrisburg fruit dealer, sold for 10 cents per quart when other varieties were selling for 5 cents to 7 cents per quart.

Quality.—In quality it is similar and fully equal to Gregg, which has always been considered the finest of the Black-caps in this respect.

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Firmness.—In spite of its extremely large size, the CUMBERLAND is possessed of unusual firmness, and is thus well adapted for standing long shipments. It will be noticed that this quality is especially remarked upon in most of the testimonials appended hereto.

The season of ripening varies, of course, in different latitudes, but can be best designated by comparison with other varieties. It follows Palmer and Souhegan (or Tyler), and precedes Gregg a short time, making it what we may call a midseason variety.

Vigor and Healthfulness. The CUMBERLAND is an unusually strong and vigorous grower, throwing up stout, stocky canes, well adapted for supporting their loads of large fruit. It has also shown itself remarkably free from that scourge of its family, anthracnose, it having been unaffected by this disease even when other varieties nearby were suffering very badly therefrom.

The parentage of the CUMBERLAND is somewhat doubtful. It is thought, however, to be a seedling from Gregg, with a dash of blackberry blood in it. The CUMBERLAND is a true raspberry, and shows no trace of blackberry blood, unless the elongated form of the fruit is evidence of it, but it may be of interest to state that several seedlings from the CUMBERLAND have had true blackberry foliage.



CUMBERLAND (Trade Mark) THE "BUSINESS BLACK-CAP" LARGEST BLACK RASPBERRY KNOWN

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The Opinions of Other Horticulturists and Nurserymen.

From Charles Beaver, Fruit Dealer, Harrisburg, Pa.

"I handled some of the CUMBERLAND Black Raspberries, which were the finest I ever saw, and which were selling in our market at 10 cents per quart when other varieties were offered at 5 cents to 7 cents per quart. I consider it a remarkable fruit of its kind."

From Gabriel Hiester, Harrisburg, Pa. (of the Pennsylvania State Agricultural College).

"I saw the Raspberries referred to (CUMBERLAND) growing on the grounds of Mr. Miller, and was very much pleased with them. The canes were remarkably strong and healthy, and bore a uniformly large crop of the **largest Black Raspberries I have ever seen**. Many of them were as large as Lawton Blackberries, and when fully ripe they are sweet and well flavored. I consider it an acquisition to our list of small fruits."

From Prof. L. H. Bailey, Ithaca, N. Y.

"The Black Raspberries which you sent us have not yet ceased to be **the wonder of everyone who saw them**, and I certainly think, if the variety is productive and behaves well in the field, that it ought to be introduced."

From E. H. Cocklin (a prominent Fruit Grower), Bowmansdale, Pa.

"During an experience of fifty years among small fruits, as well as in all other branches of horticulture, and after having tested nearly all the novelties as they appeared, **I have never seen anything to equal your Cumberland Raspberry**, as seen on your half-acre plot of that variety. The berries were just ready to pick for the first time. The sturdy, vigorous canes were bending with the largest fruit, many specimens measuring three-fourths of an inch in diameter, and more in length. In form it is unlike any other Black-cap, being long, or thimble-shaped. Color black, without bloom. Flavor equal to Gregg, which, for flavor, we consider best. Firm as Gregg, and an excellent keeper. The basket of berries you sent kept for several days without injury. The fact that it has stood 16 degrees below zero the present winter without injury places it among the ironclad varieties."

From J. W. Kerr, Denton, Md.

"There is no horticultural effervescence in me; otherwise, I would bubble over or burst when I look at the fruit on those three plants of CUMBERLAND Raspberry. I have grown Mammoth Cluster and Gregg that were very fine, but **this Cumberland is really a marvel**. Fifteen-sixteenths of an inch diameter was the measure of as large a berry as I saw of it, but they were all large. I let the plants carry all the fruit they set, and they were very full. If this season's behavior is a safe criterion to judge by, I pronounce it vastly superior to any Black-cap I know anything of. I never knew any of its type to be so long in form as it is."

From Amos Miller (Small Fruit Grower), Columbus, Ohio.

"Your inquiry as to the new CUMBERLAND Raspberry received. With regard to its standing the extreme cold of the latter part of January, **16 degrees below zero**, I am pleased to say **it shows no signs of injury**. I believe it is perfectly hardy. We expect to cut our fruiting plantations of Gregg clear to the ground. Cold and anthracnose have about killed everything to within two feet of the ground. Peaches and Japan Plums all gone, and cherries badly injured."

From Slaymaker & Son, Dover, Del.

"The samples of Black-cap Raspberries were by far the largest we have ever seen. We held them to test **their standing-up properties**, which we found to be **unusually good**. We were well pleased with the berry."

From Storrs & Harrison Co., Painesville, O.

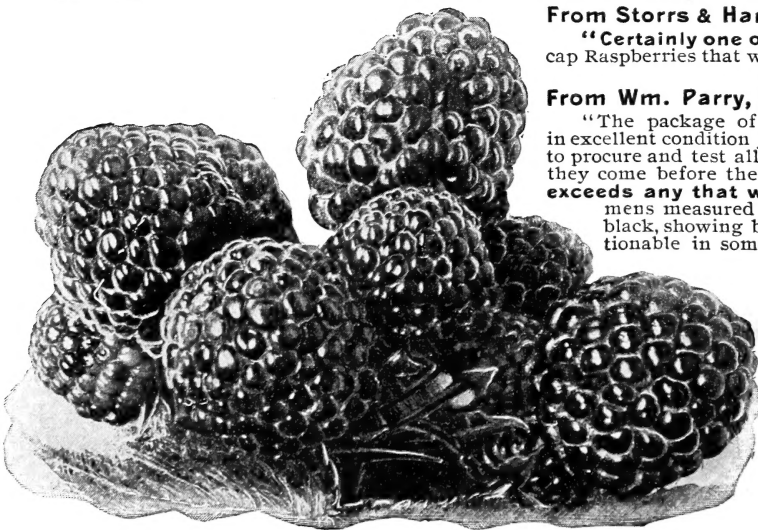
"**Certainly one of the finest specimens of Black-cap Raspberries that we ever saw.**"

From Wm. Parry, Pomona, N. J.

"The package of Black Raspberries was received in excellent condition June 30. We make it our business to procure and test all the promising new varieties as they come before the public, but **the Cumberland exceeds any that we have seen**. Selected specimens measured one inch across, were firm, very black, showing but little, if any, bloom — so objectionable in some Black-caps — while the quality was all that could be desired. Judging from the cluster of berries, it must be very productive."

From Geo. S. Josselyn, Fredonia, N. Y.

"The Raspberries arrived just before I left. They were delicious. The Gregg is the favorite about here, but these were **larger than Gregg and had not nearly as many seeds**, which is a decided advantage."



RECENTLY RECEIVED

OPINIONS OF THE CUMBERLAND RASPBERRY

from parties who have seen it in fruit this season.

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From D. D. Herr, Nurseryman, Lancaster, Pa.

"I was to-day at David Miller's "(the originator)" place to see the great Cumberland Raspberry and I find it to be really the greatest black raspberry I ever saw. Wonderfully productive of the very best quality. I took interest enough in it to send you at once an order for 500 plants for next spring. I want to run it all I can and expect to increase the 500 order to several thousand before spring".

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From Samuel Miller, Fruit Grower, Bluffton, Mo.

"The Cumberland Raspberry plants you sent me have been properly cared for and have amply rewarded me for the trouble. I have been handling black-cap raspberries for sixty years; have been getting almost every new one but none ever came near equalling this in size and other good qualities. Such berries on plants that came a thousand miles and were planted scarcely three months ago is astonishing. When this variety becomes plenty it will revolutionize the blackcap berry trade".

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From James Vick's Sons, Seedsmen, Rochester, N.Y.

"We were greatly pleased with the Cumberland Black Raspberry as seen at your place in Newark. The berry is extra large, the quality better than the Gregg, and the plants very productive. We think there is a future for it."

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From Glen Bros., Rochester, N.Y.

"We take pleasure in putting in black and white, what we have recently said of the Cumberland Black Cap, as seen on your grounds some days since.

All who remember the appearance of the Gregg, twenty years ago, know that it marked a new era in Black Caps, raising the standard to a higher level. Since seeing the Cumberland in fruit on your grounds, we are certain that it will still further advance the standard. The fruit, even on the small newly set plants on your grounds, completely covered the ends of every tiny twig and was perfect in form, color, quality and in size of berry, immense, averaging by actual measurement, 7/8 inch in diameter."

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From S. Wright McCollum, Lockport, N.Y.

"To satisfy myself in regard to this remarkable berry, I visited the grounds of Jackson & Perkins Co., of Newark, N.Y., on July 16th, 1897, and I sincerely believe that the testimonials given in their circular, are not overdrawn."

A FEW REASONS

For Planters and Growers

Why the CUMBERLAND RASPBERRY is the Best Black Cap Known.

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(1) On account of its GREATLY SUPERIOR SIZE.

(a) Fresh fruit sold for 5 to 6 cts. per quart more than could be secured for Gregg and 3 to 4 cts. per quart more than could be obtained for Ohio.

(b) Evaporated fruit of the Cumberland will sell for 1 ct. per pound more than can be secured for Gregg and 2 cts. per pound more than Ohio would bring.

(c) Picking the Cumberland need cost only 1 1/2 cts. to 1 ct. per quart instead of the usual 1 1/2 cts. to 2 cts.

(2) YIELD. The Cumberland Raspberry, under equal conditions will yield 2000 quarts per acre more than Gregg and 1000 quarts more than Ohio.

(3) THE HARDINESS of the Cumberland is such that it yielded a good crop when Cuckbert and Gregg were both frozen to the ground.

(4) HEALTHFULNESS. The Cumberland seems entirely free from those scourges of its race Anthracnose and "yellow blight". It has been unaffected when nearby plants of Ohio and Gregg were badly diseased.

(5) IN VIGOR of GROWTH the Cumberland far surpasses other black-caps and nearly equals the purple sorts. It forms a strong upright bush, throwing up stiff stocky shoots, well calculated to bear up their immense loads of fruit.

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JACKSON & PERKINS COMPANY,

NEWARK,

Wayne Co.

NEW YORK.

